



A STUDY OF WORK LIFE BALANCE AMONG THE WOMEN PROFESSIONALS IN IT COMPANIES OF MADHYA PRADESH

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ABSTRACT

The Purpose of the Present study is to investigate the status of work life balance among the Women Professionals in Selected IT Companies in Madhya Pradesh. In order to examine the Work life Balance research has discussed five different factors such as Organizational Factors, Organizational Policies, Working Hour, Financial Support and Family Support. Samples for the study were obtained from 133 women professionals working in five different IT Companies in Madhya Pradesh. Random stratified method was adopted to collect the samples. The findings of the study indicates that among all the five factors all is significantly and positively related with Work Life Balance among the women professional of IT Companies.

1. BACKGROUND OF THE STUDY

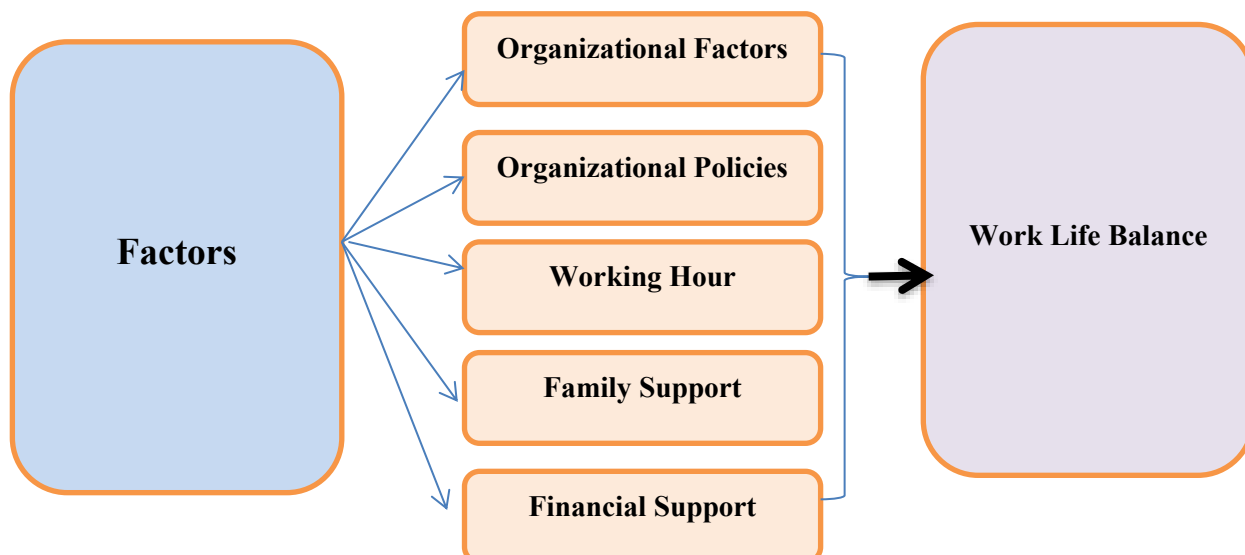
The rapid growth of the information technology companies has been increasing the demand for skilled and educated professionals in order to survive for a long period of time. However, in order to balance personal and professional responsibility has become most important challenge for many women's in IT companies. The purpose of the present study is to explore the Work Life Balance among the women's professionals in selected IT companies of the Madhya Pradesh. This research study is seek to examine the various factors influencing the Work Life Balance and the various challenges facing by the women professionals which impact on their overall wellbeing. The purpose of the present study is to investigate the status of Work Life Balance among the women professionals in IT companies, specifically five key factors of work life balance were identified and examine such as, organizational support, organizational policy, working hour, family support and financial support.

1.3 Conceptual Framework

In the IT companies Work Life Balance among the women professionals has been recognized as a significant practice that is related to the employee performance. Most of the research studies have been conducted in order to investigate the status of Work Life Balance among the women professionals. The present study focuses on to examine the importance and current status of Work Life Balance which is significantly related with overall wellbeing of women's professionals.

1.2 Statement of the problem

Work Life Balance among the women professionals has been emerged as most important issues particularly in the IT companies. In today's highly comparative work environment, maintaining a healthy work life balance become the most significant challenge. However, these challenges are not only the subject to concern the employees but also affect the productivity of the organizations. The present research study focuses on the various issues facing by women professionals in IT companies.





2. REVIEW OF LITERATURE

Francis and Rajesh (2021), conducted an empirical study on the prevalence and patterns of work-life balance (WLB) among women professionals in the Information Technology sector of Kerala, India. The study highlights the growing challenges faced by women in balancing professional responsibilities with personal and family commitments, particularly in a demanding industry like IT. Findings reveal that long working hours, work-related stress, and organizational demands often conflict with domestic responsibilities, leading to strain in maintaining WLB. However, the study also notes that supportive workplace policies, flexible work arrangements, and family support systems significantly enhance women's ability to achieve balance. The research contributes to the understanding of gendered work-life issues within the Indian IT context, emphasizing the need for organizations to adopt employee-friendly HR practices. It provides valuable insights for policymakers and corporate leaders to design interventions that promote sustainable careers for women in technology-driven sectors.

Behera and Pahari (2022), explored the influence of work-life balance (WLB) on employee motivation among female millennials employed in the IT-BPM sector in Kolkata, India. The study emphasizes that WLB plays a crucial role in shaping employee attitudes, job satisfaction, and long-term career engagement. Findings indicate that female employees who perceive a healthy balance between work and personal life are more motivated, productive, and committed to their organizations. Conversely, imbalance due to excessive workload, rigid schedules, or lack of organizational support leads to demotivation, stress, and higher turnover intentions. The study underscores the significance of flexible work policies, supportive management, and organizational culture in enhancing both WLB and motivation. By focusing on millennial women, the research sheds light on a generation-specific perspective where career aspirations coexist with personal and social responsibilities. The paper contributes to HRM literature by linking WLB with intrinsic and extrinsic motivation in India's IT-BPM sector.

Soumya and Asha Kumari (2022), examined the work-life balance (WLB) of women employees working in the IT sector with a special reference to Kochi IT Park. The study investigates how professional demands, organizational culture, and personal responsibilities influence women's ability to maintain equilibrium between work and life roles. Findings reveal that while women employees in IT benefit from financial independence and career growth, they often struggle with extended working hours, high job pressure, and role conflict, which negatively impact their personal lives and overall well-being. The study also emphasizes the importance of organizational support, flexible scheduling, and family cooperation in reducing stress and promoting a healthier balance. It highlights that effective WLB initiatives not only improve women's job satisfaction but also enhance retention and productivity. This research contributes to the growing discourse on gendered workplace experiences in India's IT sector and calls for employee-friendly HR policies.

Vijayalakshmi and co-authors (2023), conducted a study analyzing the relationship between work-life balance (WLB) and mental health of women in India's IT sector, with a particular focus on the work-from-home (WFH) scenario. The research highlights that while WFH provided flexibility and reduced commuting stress, it also blurred the boundaries between personal and professional roles, intensifying role conflict and stress for women. Findings indicate that many women struggled to balance domestic responsibilities with organizational demands, which negatively impacted their mental health, leading to anxiety, fatigue, and emotional strain. However, supportive organizational policies, flexible deadlines, and family cooperation were found to mitigate stress and enhance WLB. The study underscores the importance of employee-friendly HR interventions, mental health awareness, and counseling support in IT organizations. By addressing gender-specific challenges during remote work, this paper contributes to understanding the evolving dynamics of WLB and its implications for women's well-being in India's IT sector.

Patel, Malik, Gupta, and Rai (2024), carried out a study on the work-life balance (WLB) of women employed in the Indian IT sector, focusing on the challenges and coping mechanisms in managing dual roles. The research highlights that women professionals often face significant pressure due to demanding work schedules, role overload, and the expectation to balance professional performance with family responsibilities. The findings reveal that inadequate WLB leads to increased stress, reduced job satisfaction, and potential career stagnation. On the other hand, organizations offering flexible work arrangements, supportive HR policies, and a positive work culture were found to significantly enhance women's ability to maintain balance. The study emphasizes the need for gender-sensitive workplace practices to ensure sustainable career growth for women in IT. By addressing both organizational and personal dimensions, this research adds to the understanding of WLB as a critical factor in employee well-being and organizational effectiveness.

Shah and co-authors (2025), in their study *Work-Life Balance among Working Women: A Study with Reference to India*, published in *Vision: The Journal of Business Perspective* (SAGE), investigate the relationship between work-life balance (WLB) and job satisfaction among women professionals across diverse sectors, with emphasis on the Indian context. The study highlights that women employees who maintain a healthier WLB report higher levels of job satisfaction, organizational commitment, and emotional well-being. Conversely, imbalance caused by extended working hours, work overload, and lack of supportive policies leads to stress, dissatisfaction, and higher attrition rates. The findings also emphasize the role of organizational flexibility, managerial support, and family cooperation in improving WLB outcomes. By establishing a strong linkage between WLB and job satisfaction, the paper contributes to the HRM literature and offers practical recommendations for organizations to design gender-sensitive policies that enhance both employee well-being and organizational effectiveness in India.



Babu (2025), in their article A Systematic Review on Work-Life Balance among IT Professionals in India published in the Malaysian Journal of Research. Presented a comprehensive synthesis of existing studies on WLB in the Indian IT sector. The review identifies recurring challenges such as extended working hours, high job demands, and techno stress resulting from constant connectivity and digital overload. Gendered issues are also highlighted, with women IT professionals facing greater work-family conflict due to societal expectations and dual role pressures. The study emphasizes that poor WLB is strongly linked to stress, burnout, and declining job satisfaction, whereas organizational support, flexible work arrangements, and wellness initiatives play a crucial role in improving balance. By consolidating empirical evidence across different regions and demographics, the review provides a holistic understanding of WLB trends and gaps in the IT industry. It contributes to literature by offering insights for future research and organizational policy development to foster healthier work environments.

3. OBJECTIVES OF THE STUDY

The various objectives of the study are as under

- A. To study the status of Work Life Balance towards Organizational Factors.
- B. To study the status of Work Life Balance towards Organizational Policies.
- C. To study the status of Work Life Balance towards Working Hour.
- D. To study the status of Work Life Balance towards Family Support.
- E. To study the status of Work Life Balance towards Financial Support.

4. HYPOTHESIS OF THE STUDY

The various hypothesis of the study are as under

H₀₁: There is no significant relationship between Work Life Balance among the women professionals in IT companies with respect to Organization Factors.

H_{a1}: There is a significant relationship between Work Life Balance among the women professionals in IT companies with respect to Organization Factors.

H₀₂: There is no significant relationship between Work Life Balance among the women professionals in IT companies with respect to Organizational Policies.

H_{a2}: There is a significant relationship between Work Life Balance among the women professionals in IT companies with respect to Organizational Policies.

H₀₃: There is no significant relationship between Work Life Balance among the women professionals in IT companies with respect to Working Hour.

H_{a3}: There is a significant relationship between Work Life Balance among the women professionals in IT companies with respect to Working Hour.

H₀₄: There is no significant relationship between Work Life Balance among the women professionals in IT companies with respect to Family Support.

H_{a4}: There is a significant relationship between Work Life Balance among the women professionals in IT companies with respect to Family Support.

H₀₅: There is no significant relationship between Work Life Balance among the women professionals in IT companies with respect to Financial Support.

H_{a5}: There is a significant relationship between Work Life Balance among the women professionals in IT companies with respect to Financial Support.

5. METHODOLOGY AND RESEARCH APPROACH

The present research study is related with Work Life Balance among the women professionals in IT companies. However, descriptive and analytical approach was adopted by the researcher in order to investigate the impact of various factors on the status of Work Life Balance among the women professionals. The methodology for the study was prepared on the basis of various factors which may have significant impact on Work Life Balance of the women professionals.

In order to explore the status of Work Life Balance among the women professionals the methodology was design on the basis of primary and secondary data which was collected as under.

5.1 Primary Data: the primary data for present study was obtained with the help of questionnaire method, however, in this process a well structure questionnaire on the basis of various factors has been prepared and distributed among the women professionals of selected IT companies.

5.2 Secondary Data: the secondary data was obtained from various sources such as, research papers, articles and other study material available on various platforms.

6. SAMPLE DESIGN

The sample design for the present study was prepared on the basis of investigations of status of Work Life Balance among the women professionals. However, samples were obtained among the women professionals of selected IT companies in Madhya Pradesh. The final questionnaire was distributed among the 150 women professionals in five different IT companies. Among 150 women professionals 133 women's positively respond. Hence, sample size for the study was 133.

N=133

6.1 Sample Method: the present study adopted random stratified sample method. In this method the entire populations first divided into small blocks on the basis of different demographical factors in order to obtain the samples.

6.2 Sample Area: sample area for present study was capital of Madhya Pradesh Bhopal.

6.3 Sample Size: sample size for present study was 133 women professionals.

7. RESEARCH INSTRUMENT

The research instruments for the present study were comprised on the basis of five different factors such as, organizational support, organizational policy, working hour, financial support and family support. All these five research instrument were framed on the basis of different statement related to the Work Life Balance among the women professionals. A total 15 statement were included as combined research instruments to investigate the Work Life Balance among the women professionals.

The below mentioned table explore the details about research instrument

Table 1: The Research Instrument

S.No	Research Instrument	No. of Items
1.	Organizational Support	3
2.	Organizational Policy	3
3.	Working Hour	3
4.	Financial Support	3
5.	Family Support	3
Total		15

7.1 The measurement scale: The present study deals with five point Likert scale in order to systemically measuring the information. However, five point Likert scale adopted such as 01 strongly disagree to 05 strongly agree.

7.2 Tools for Data Analysis: The research has applied one way ANOVA test to validate the hypothesis at 5% level of significant and 95% level of confidence.

8. DATA ANALYSIS AND HYPOTHESIS TESTING

8.1 Organizational support and work life balance:

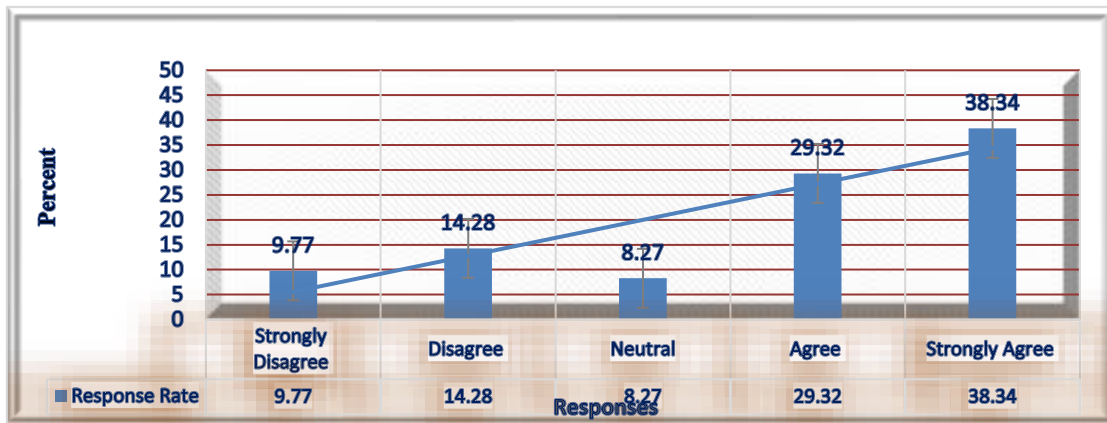


Fig 8.1.: Organizational support and work life balance

Interpretation: figure 10.1 indicates that 9.77% of respondent strongly disagree that organizational support help them for better work life balance, however, 14.28% of respondent disagreed, 8.27% of respondent were neutral, 29.32% of

respondent were agreed and 38.34% of the respondent were strongly agreed that organizational support played a significant role regarding balance of work life.

8.2 Organizational policy and work life balance

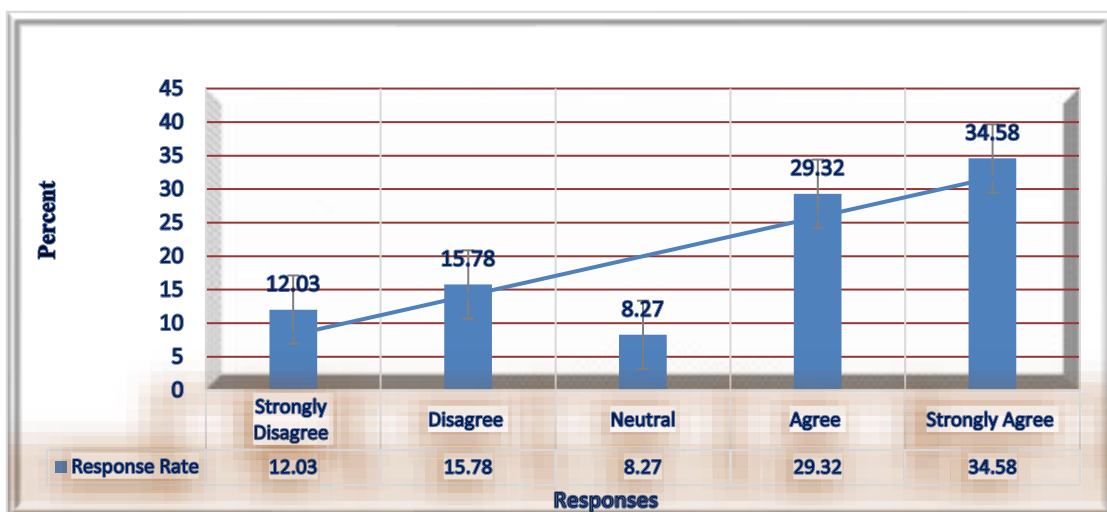


Fig 8.2.: Organizational policy and work life balance

Interpretation: Figure 10.2 indicate that 12.03% of respondent strongly disagree that organizational policy played

a significant role regarding work life balance, however, 15.78% of respondent were disagree, 8.27% were neutral,

29.32% of the respondent were agree and 34.58% of the respondent were strongly agree.

8.3 Working hour and work life balance

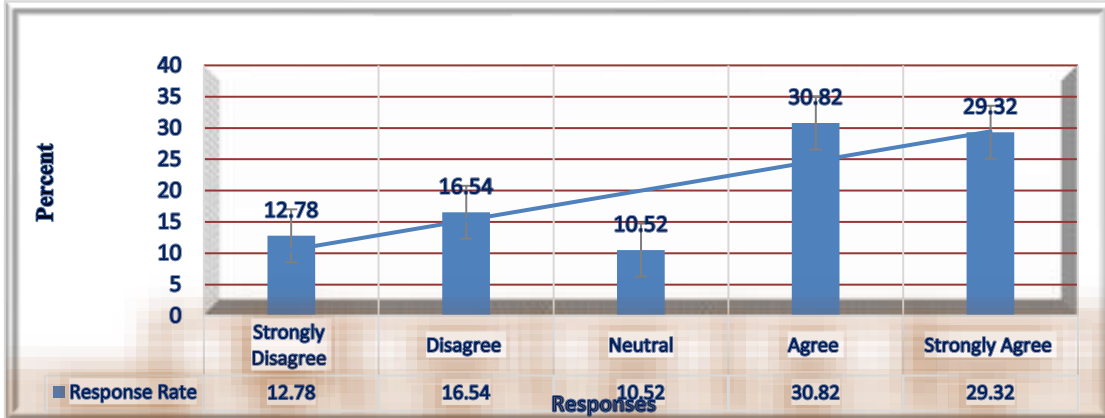


Fig 8.3 : Working Hours and work life balance

Interpretation: figure 10.3 indicates that 12.78% of respondent strongly disagree that working hours help them for better work life balance, however, 16.54% of respondent disagreed, 10.52% of respondent were neutral, 30.82% of

respondent were agreed and 29.32% of the respondent were strongly agreed that working hour played a significant role regarding balance of work life.

8.4 Financial Support and work life balance

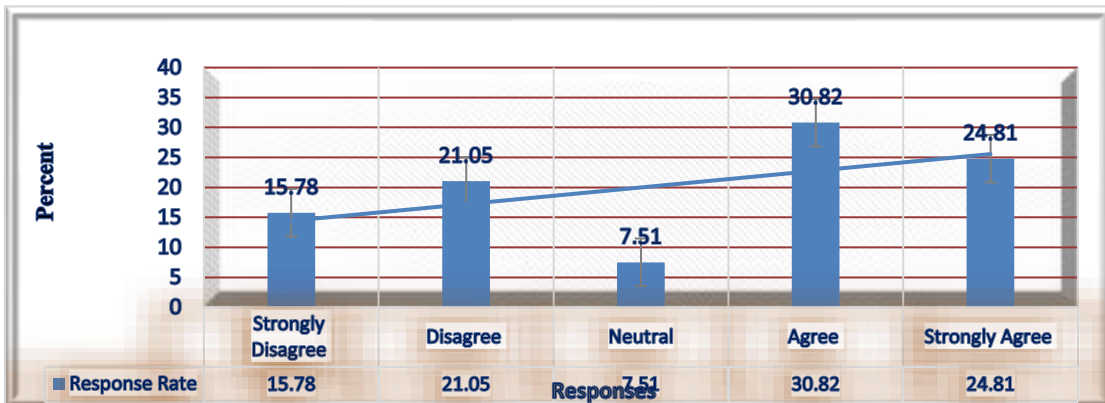


Fig 8.4: Financial Support and work life balance

Interpretation: figure 10.4 indicates that 15.78% of respondent strongly disagree that financial support help them for better work life balance, however, 21.05% of respondent disagreed, 7.51% of respondent were neutral, 30.82% of

respondent were agreed and 24.81% of the respondent were strongly agreed that financial support played a significant role regarding balance of work life.

8.5 Family Support and work life balance

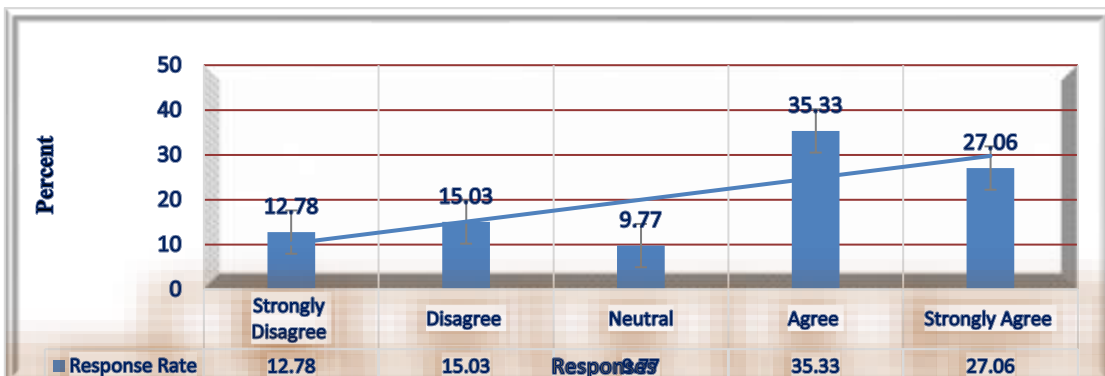




Fig 8.5: Family Support and work life balance

Interpretation: figure 10.5 indicates that **12.78%** of respondent strongly disagree that family support help them for better work life balance, however, **15.03%** of respondent disagreed, **9.77%** of respondent were neutral, **35.33%** of

respondent were agreed and **27.06%** of the respondent were strongly agreed that family support played a significant role regarding balance of work life.

8. Hypothesis testing

Hypothesis	Independent variables	df	F value	P value	Result
H _{a1} / H ₀₁	Organizational Support	3	8.11	0.011	Significant
H _{a2} / H ₀₂	Organizational Policy	3	11.93	0.003	Significant
H _{a3} / H ₀₃	Working Hour	3	7.42	0.032	Significant
H _{a4} / H ₀₄	Financial Support	3	8.65	0.019	Significant
H _{a5} / H ₀₅	Family Support	3	9.33	0.027	Significant

Dependent Variables: Work Life Balance

9. FINDINGS

Findings of the study are as under

The present study was undertaken to examine the influence of organizational and personal factors on the work–life balance of professionals. The hypotheses tested various independent variables organizational support, organizational policy, working hours, financial support, and family support against the dependent variable, work–life balance. The results of the analysis provide significant insights.

9.1 The first hypothesis (Ha1) tested the relationship between **organizational support** and work–life balance. With an **F-value of 8.11** and a **p-value of 0.011**, the results indicate a significant positive association. This suggests that employees who perceive strong organizational support are better able to maintain balance between professional and personal life. (**H_{a1}- Accepted**)

9.2 The second hypothesis (Ha2) examined the role of **organizational policy**. An **F-value of 11.93** and **p-value of 0.003** signify a highly significant impact. This finding highlights that supportive HR policies, flexible leave structures, and employee-friendly practices contribute meaningfully to achieving work–life balance. (**H_{a2}- Accepted**)

9.3 The third hypothesis (Ha3) tested the effect of **working hours**. The results (**F = 7.42, p = 0.032**) reveal a significant influence. Long or rigid working hours negatively affect work–life balance, whereas flexible scheduling enhances employee well-being. (**H_{a3}- Accepted**)

9.4 The fourth hypothesis (Ha4) analysed the effect of **financial support**. With **F = 8.65** and **p = 0.019**, the findings indicate that financial incentives, allowances, and security play a vital role in reducing stress and helping employees manage responsibilities effectively. (**H_{a4}- Accepted**)

9.5 Finally, the fifth hypothesis (Ha5) explored **family support**, showing significant results (**F = 9.33, p = 0.027**). This demonstrates that emotional and practical support from family members is critical in balancing personal and professional demands. (**H_{a5}- Accepted**)

10. CONCLUSION

The study concludes that work–life balance is significantly influenced by both organizational and personal factors. The

analysis revealed that organizational support, organizational policy, working hours, financial support, and family support all have a meaningful impact on employees’ ability to balance professional and personal responsibilities. Among these, organizational policies and supportive practices emerged as highly significant determinants, emphasizing the role of structured systems in fostering employee well-being. Similarly, flexible working hours and financial assistance were found to reduce stress and enhance balance. Importantly, family support was also identified as a critical factor, reflecting that work–life balance is not solely an organizational responsibility but also a shared effort between workplace and home. Overall, the findings suggest that organizations must adopt employee-friendly policies, ensure supportive practices, and encourage flexibility, while employees should also rely on family cooperation to achieve a sustainable and healthy work–life balance.

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